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ABSTRACT

Each year, Chesapeake College sponsors an Arts Contest, Social Science Fair, Occupational Skills Expo, and Regional College Night for the high school students in the college's five-county service area. The programs are designed to recognize the creative skills and academic achievements of the students and to establish the role of the college as a sponsoring agency in developing successful cooperative efforts promoting the arts, social sciences, and vocational education. The Arts Contest was established in 1975 with competition for cash prizes in visual arts, music, drama, and creative writing. The Social Science Fair, created in 1978, offers competition in such events as master quizzes, public speaking, scholastic series, simulated press conferences, essays, cartoons, and displays. The first annual Occupational Skills Expo was held in 1987, offering competition in 21 skill and 5 leadership categories. Business and industry donated most of the materials necessary for completing the events. Regional College Nights are held each fall to provide high school and college students and parents with the opportunity to meet with representatives of colleges, universities, proprietary schools, nursing schools, and the military all at one location. Cooperative planning for the event by high school counselors and the college begins in the spring and ends with a summative evaluation after the event. The first event was held in 1983. These cooperative efforts, which offer numerous benefits to the local high schools and community, have increased and improved the image of the school and its relations with area high schools and boards of education. (EJV)

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INTRODUCTION

Chesapeake College is a small rural comprehensive community college established in 1965 to serve five counties on the Eastern Shore of Maryland. The service region served by Chesapeake College comprises 23% of the total geographic area of the State of Maryland; however, the service area population of approximately 130,000 accounts for only 3% of the population of the State.

The College's main campus is located in the geographic center of the service area. It is a two-hour drive from the campus to any of the north/south extremities of its service area. In order to be successful in servicing this wide-spread territory, the College has had to be innovative in all areas of its activities including service to the communities, recruitment, curriculum, and retention. Although the College has only 1224 FTE this year (total hours divided by 30) with a head count of approximately 2200 credit students and 2200 non-credit students, the institution has grown over 300% during the last ten years. The current projection is for the college to grow about 3% each year.

Each semester the College offers courses in all of the public high schools in its five-county service area and at approximately 50 off-campus locations. The College has worked diligently to gain the support of the officials in the counties within its service area. In addition to working with county officials, a monthly luncheon is held with the public school superintendents from the five counties to discuss common problems and to determine how the College can be of assistance. Through this effort, the institution has become the focal point for many activities which add a quality that would otherwise not be present.

The Arts Contest, Social Science Fair, and Occupational Skills Expo are annual competitive events which enhance the high school curriculum and facilitate program articulation efforts with each of the school systems. Regional College Night represents a cooperative opportunity for college staff and their counterparts in the public schools to collaborate and share planning responsibilities. Students benefit from the opportunity to gain information about postsecondary study and career options.

The forum will provide detailed information about each of the events to illustrate the additional value these cooperative efforts extend to the educational environment in our service delivery area.

VALUE ADDED THROUGH STUDENT PARTICIPATION

ARTS CONTEST
SOCIAL SCIENCE FAIR
OCCUPATIONAL SKILLS EXPO

Each year Chesapeake College sponsors an Arts Contest, a Social Science Fair, and an Occupational Skills Expo for the high school students in the college's five support counties. The programs are designed (1) to recognize the creative skills and academic achievements of students and (2) to establish the role of the College as a sponsoring agency in developing successful cooperative efforts among the five public school systems in promoting the arts, the social sciences and vocational education. Each event focuses community attention on the college as a center for enhancing the study of the arts, the social sciences, and vocational education.

The Arts Contest was established in 1975 with competition for cash prizes in visual arts, music, drama, and creative writing. Over the years the contest has grown so large that the number of categories and prizes has been increased and a limit on the number of entries imposed. Presently, the event is limited to grades 10 through 12 and the maximum number of participants limited to approximately 500.

The Social Science Fair was created in 1978 and offers competition in such events as master quizzes, public speaking, scholastic series, simulated press conference, essays, cartoons, and displays. Events have been added and deleted in response to high school faculty suggestions and student participation in the events each year. The event is open to grades 9 through 12 and the number of participants is not limited. Over 550 students participate each year.

The first annual Occupational Skills Expo was held this year on February 13. This event attracted 329 students from the area high schools. Twenty-one skills categories and five leadership categories of competition were offered. The skills categories were: masonry, welding, general auto mechanics, typing, shorthand, health occupations, small engine repair, child care, sales and marketing, carpentry, electricity, electronics, drafting, horticulture, food preparation, cosmetology, and accounting. The leadership skill events included prepared speaking, extemporaneous speaking, parliamentary procedures, job interviewing, and a skill demonstration. The event is open to students in grades 10 through 12. Businesses and industries donated most of the materials necessary for completing each event.

Students from ten area public and private high schools now look forward to competition in the Arts Contest, the Social Science Fair and the Occupational Skills Expo. School superintendents have given 100% cooperation in implementing these activities. High school teachers and school board administrators are most supportive of the program. The college has been on a four-day extended work week for a number of years and these events are held on Fridays permitting use of the entire campus.

The best way to make clear the nature of these events is to provide some specific details. The following information illustrates the extent to which these activities enrich the high school curriculum and promote faculty and community participation.

PURPOSE OF THE CONTESTS

The general purpose of the three events is to:

1. give students an opportunity to exhibit their academic and vocational skills; to express their thoughts and ideas verbally and in writing; and to share their unique talents and abilities with students from other schools.

2. afford each participating school an opportunity to analyze educational endeavors and to promote improved academic and vocational education opportunities.

3. motivate teachers and students to a higher level of enthusiasm in academic and occupational education.

4. provide an educational experience for students as part of their academic preparation and for their future careers in a selected vocation.

5. provide an opportunity for academic and vocational skills to be demonstrated on a local, competitive level.

BENEFITS FOR THE HIGH SCHOOLS

The benefits for the high schools are:

1. academic and occupational skills competition among the high schools.

2. high school student recognition for academic and occupational skills accomplishments.

3. further study and involvement in the Arts, the Social Sciences, and Vocational Education.

4. innovative learning tool for high school faculty in their Arts, Social Sciences, and Vocational classes.

5. greater sensitivity to the study of the Arts, the Social Sciences, and Vocational studies.

6. strengthened student understanding of how they fit into society.

7. high school teacher recognition for encouragement and support of the Arts, the Social Sciences, and Vocational Education.

BENEFITS FOR THE COMMUNITY

The benefits for the community are:

1. opportunity for the business sector to participate in college-sponsored programs.

2. opportunity for citizens to visit the campus.

3. awareness of programs of study.

4. new insights into and appreciation of the Arts, the Social Sciences, and Vocational Education.

BENEFITS FOR THE COLLEGE

The benefits for the college are:

1. increased student interest in the Arts, the Social Sciences, and Vocational programs.

2. increased interest by students who might not attend college otherwise.

3. faculty involvement in student recruitment.

4. greater consideration by students of the value of the Arts, the Social Sciences, and Vocational Education.

5. perception among the high schools as the primary outlet for academic and occupational skills competition.

6. demonstration of faculty commitment to community service.

FACULTY INVOLVEMENT IN THE CONTESTS

Faculty are involved in:

1. designing competitive events.

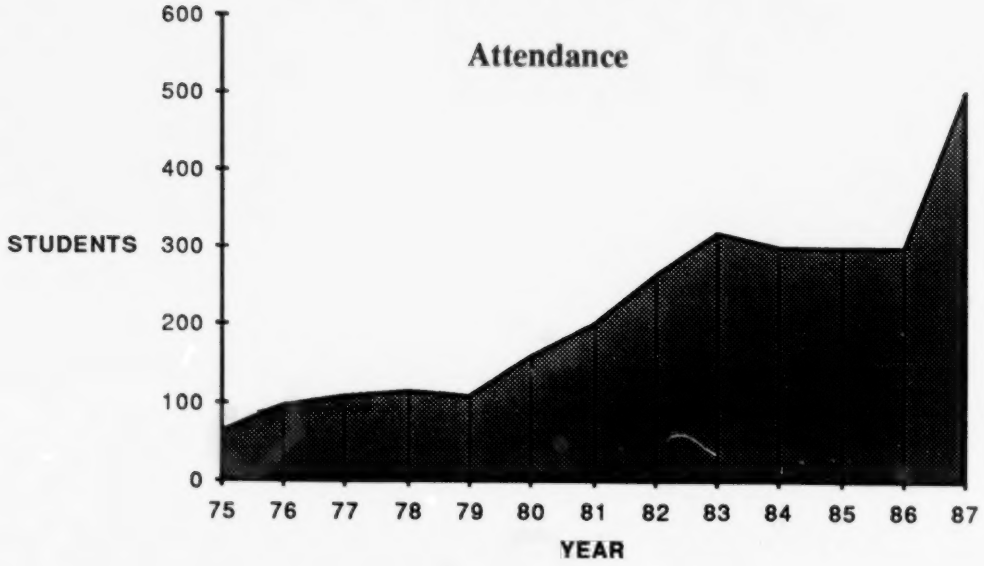
2. judging events.

3. interacting with high school teachers.

4. greeting students, high school coordinators, administrators, and community citizens.

5. arranging for tables, rooms, and appropriate equipment, and ordering awards and prizes.

ARTS CONTEST

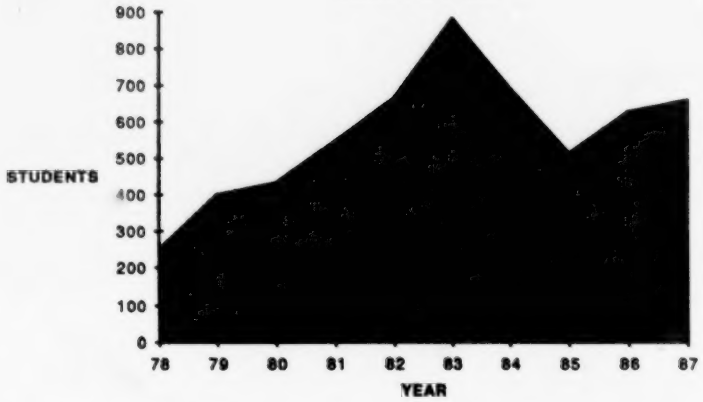


Budget History

Expense Item	1983	1984	1985	1986	1987
Prize Money	300	300	300	300	300
Postage	15	15	15	15	15
Duplicating	20	20	20	20	20
Dinner				120	334.12
Gifts	25	25	25	25	25
Total College Expenses	$360	$360	$360	$480	$694.12
Recruitment Cost Per Student	$ 1.13	$ 1.20	$ 1.20	$ 1.60	$ 1.37

SOCIAL SCIENCE FAIR

Attendance



STUDENTS WHO ATTENDED AND SUBSEQUENTLY ENROLLED AT CHESAPEAKE COLLEGE:

1984	1985	1986
13.2%	16.9%	17.3%

Budget History

Expense Item	1981	1982	1983	1984	1985	1986	1987
Prize Money	$360.00	360.00	360.00	330.00	335.00	165.00	
Awards	53.35	64.96	148.65	172.60	216.00	244.51	418.00
Postage	30.00	30.00	30.00	30.00	27.22	10.00	12.00
Duplicating	65.00	65.00	65.00	30.00	33.30	60.00	50.00
Dinners						120.00	334.12
Travel					75.00	75.00	30.00
Honorarium				50.00	50.00	50.00	50.00
Total College Expenses	$508.35	$519.96	$603.65	$687.60	$736.52	$554.68	$903.12
Recruitment Cost Per Student	$.93	$.78	$.68	$.99	$1.43	$.88	$1.37

OCCUPATIONAL SKILLS EXPO

Attendance

1987

329

Budget

Expense Item		
Administrative Cost		$ 450.00
Prize Money		200.00
Awards		650.00
Postage		70.00
Duplicating		300.00
Meals		1,250.00
Travel		90.00
Contest Supplies		3,800.00
TOTAL		$6,810.00
	Business & Industry Contribution	$5,310.00
	Total College Expenses	$1,500.00

College Recruitment Cost Per Student $4.56

ARTS CONTEST,
SOCIAL SCIENCE FAIR,
OCCUPATIONAL SKILLS EXPO
VALUE ADDED SUMMARY

The charts make it sound like a lot of work for the faculty. It is. However, the contests serve both the idealistic goals of promoting awareness of humanistic values and demonstrating occupational skills competency, and the practical goal of recruiting students for liberal arts programs and vocational programs.

In most high schools, the only inter-scholastic competition is in athletics, and there is no chance for the best history student or cosmetology student to become a hero by winning a prize in competition with students from other schools or for the English department to claim the most outstanding creative writing student in five counties. The recognition provided by the contests helps to raise the value placed on the arts, social sciences and vocational programs by the high school students.

The arts, social sciences, and vocational programs at the College are also enhanced by their clear statements of the significance of humanistic achievement, occupational skills competency, and by the increased public awareness of their existence. Both high school students and their parents begin to think of Chesapeake College as a place to go for courses in the arts, social sciences, and vocational occupations. With tuition rising rapidly in the private sector, parents whose children plan professional careers requiring from two to eight years of schooling may well decide that the inexpensive community college is the place to start if the programs are perceived to be good.

The Arts Contest, the Social Science Fair and the Occupational Skills Expo provide opportunities for college and high school teachers and administrators to see much of the outstanding work done by local high school students. By extending the faculty beyond the college classroom to work cooperatively with the high school faculty to recognize outstanding high school achievement in this work, Chesapeake College makes clear the commitment of the institution and the public school systems to excellence in the arts, social sciences and vocational education.

VALUE ADDED THROUGH ACCESS TO INFORMATION

REGIONAL COLLEGE NIGHT

At the suggestion of the public school superintendents of the five county area served by Chesapeake College, the institution sponsored and hosted the first Regional College Night in 1983. Many of the schools had sponsored their own college fairs and found it difficult to attract prestigious institutions. The event is held every October.

This annual event accomplishes the following objectives:

1. provides high school and college students, and parents the opportunity to meet with representatives of colleges/ universities, proprietary schools, nursing schools and the military all in one location.

2. provides high school and college students and parents the opportunity to explore financial aid resources to support attendance at postsecondary institutions.

3. provides representatives of colleges/universities, proprietary schools, nursing schools and the military the opportunity to maximize their exposure and recruitment efforts.

4. assists high school guidance counselors with providing students the opportunity to meet with a broader range of college/university, proprietary school, nursing school and military representatives.

5. recruits students for Chesapeake College.

Cooperative planning efforts between secondary guidance counselors and the college begin in the spring and end with a summative evaluation process in November.

Representatives from each of the ten public and private secondary schools contribute suggestions regarding schools to invite, event layout, transportation, program and publicity. Secondary representatives follow through by distributing announcements, posters, and programs, arranging transportation, meeting with students prior to the event to discuss college selection, financial aid resources, and career decision-making, accompanying students, and evaluating the event.

In addition to funding the event, college personnel issue invitations, track responses, arrange for all promotional materials and advertising, develop the event program, provide physical plant facilities and arrangements, host the hospitality room for representatives and school officials, and provide college admissions information and financial aid advisement.

The Regional College Night has established a firm track record with both students, secondary schools, and attending institutions. Initially attracting 75 recruiters the first year, that number rose to well over 100 in 1986 even with a $30.00 fee charged that year to offset rising costs attributed to increased attendance.

Evaluation plays a vital role in future planning. In addition to formal and informal evaluation instruments completed by planning committee members, students, and institutional representatives, 1986 was the first year the College's Marketing Committee conducted a survey among those attending College Night.

The following information will be utilized for future planning:

1. attendance was highest for high school seniors (51%), followed by juniors (27%), sophomores (17%), and other (5% - parents and current college students)

2. most sought-after colleges were identified

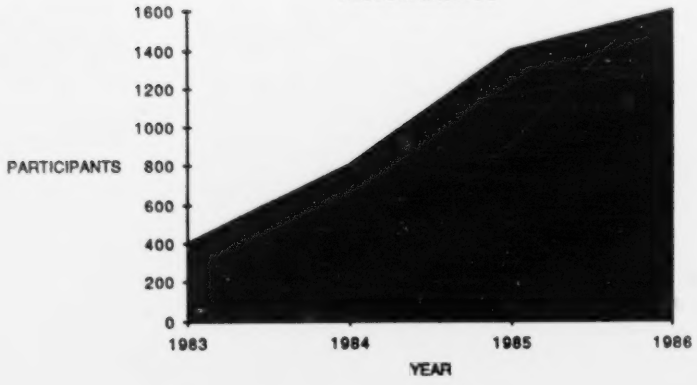
3. interest in Chesapeake College programs of study was determined

4. numbers of students from each school were obtained

Additional information follows illustrating how the multi-dimensional, cooperative efforts between the college and the area's public school systems enrich the quality of the area's educational environment for students.

REGIONAL COLLEGE NIGHT

Attendance



Budget History

Expense Item	1983	1984	1985	1986
Duplicating (internal - letters, flyers, signs, posters)	$ 590	$ 630	$ 690	$ 217
Duplicating (external)	-	-	-	760
Postage	68	72	88	125
Table Rental	450	625	550	575
Advertising	400	721	1,305	900
Telephone	42	50	83	200
Miscellaneous Supplies	73	99	190	103
Hospitality Room	-	200	252	475
Graphics	-	-	-	275
Financial Aid Program	-	-	500	700
TOTAL	$1,623	$2,397	$3,658	$4,330
Exhibitor Fee	0	0	0	$3,090
Total College Expenses				$1,240
College Cost Per Participant	$4.06	$3.00	$2.61	$.78

REGIONAL COLLEGE NIGHT
VALUE ADDED SUMMARY

I. Collaborative Efforts Between Public School and College Personnel

A. Idea originated from a meeting between public school superintendents and College's President.

B. Planning committee is comprised of high school and college representatives.

C. Evaluation is obtained from the planning committee, students and institution representatives.

II. Value Added to High School Curriculum

A. Students are encouraged to think in terms of high school preparation for college programs of study.

B. Counselors and teachers meet with students to discuss college selection criteria, financial aid resources, and career decision-making.

III. Program Articulation

A. Interaction and discussion between faculty, guidance counselors and college personnel regarding specific programs of study are encouraged.

B. College faculty are available to discuss their liberal arts and vocational areas of study.

IV. Regional Cooperation Among Public School Systems and Postsecondary Institutions

A. Guidance counselors from all service area schools have the opportunity to meet and discuss strategies for attaining common objectives.

B. The reputation of Chesapeake College among other post-secondary institutions is enhanced.

VALUE ADDED WITH PUBLIC SCHOOL SYSTEMS

CONCLUSION

The Value Added Articulation programs that Chesapeake College has developed offer five advantages for high school and college educators. First , these programs attempt to strengthen the viability of the associate degree career and transfer programs of study by attempting to attract talented high school students. Second, the programs demonstrate the College's commitment to participate in cooperative programs with area high schools. Third, increased interaction between high school and college educators is encouraged. Fourth, the programs are designed to heighten high school student interest in attending college following graduation; and fifth, to increase the number of academically gifted students who attend Chesapeake College. If students perceive the programs of study that Chesapeake College offers to be relevant to the attainment of their educational objectives, they will be more likely to enroll. By involving students in the programs outlined in this presentation, the likelihood of their selecting Chesapeake College as the institution to begin their post-secondary education is enhanced.

The cooperative efforts that have been developed between Chesapeake College and the area county boards of education have increased and improved the image of the institution. By developing value added articulation programs, Chesapeake College has demonstrated its commitment to work with the area high schools and boards of education in developing and in offering cooperative experiences that enhance the academic preparation of high school students.

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